



Lord & Taylor

FIFTH AVENUE

October Sales of Lingerie and Robes

Enticing Values for Tomorrow's Selling

Radium Silk Lingerie

A splendid collection of nightgowns and envelope chemises made up in this silk in white and flesh, tailored designs, edged with Val and filet lace.

Nightgowns \$5.95, \$7.95 (and tax)
Envelope Chemises \$2.95, \$3.95

Sets, consisting of vests, chemises and step-in drawers, \$2.95, \$3.95 each.

Bodices, \$1.95

Boudoir Robes

From the large and fascinating collection of warm-boudoir robes so specially priced for this Sale, we have selected two to mention here as exemplifying the values. They are Quilted Robes—of heavy crepe de Chine, plain tailored or dolman style, filled with lamb's wool and lined with soft China silk.

The Dolman Robe \$16.75 (and tax)

The Tuxedo Robe, \$18.75 (and tax)

SECOND FLOOR

Breakfast Coats

An Embossed Corduroy Coat—Soft and warm and attractive with its novel flounce and soft mouffon trimming. \$12.75 (and tax)

Tuxedo Breakfast Coats—Of velvety, plain and embossed corduroy, very attractive. \$8.95 (and tax)

A Crepe de Chine Breakfast Coat—An unusually charming model with its quilted collar, cuffs and hem. \$16.75 (and tax)

Silk Petticoats

Silk Jersey Petticoats—With plaited flounces in block designs and contrasting small ruffles and stitching. \$4.95, \$5.45

Belding's Satin Petticoats—Straight-line models or tailored flounces, edged with plaiting. \$7.50, \$7.95

Dress Slips—Of an excellent quality of charmeuse. Straight-line model for over-b blouse or frocks, in black, navy and brown. \$5.50 (and tax)

Silks—Aflame With Color

Crepe de Chine \$1.85 yard Dress Satins

Thousands of yards of colored crepe de Chines and colored dress satins, 40 inches wide. Wonderful qualities, marked at

this enticing price. All of the rich, warm tones of Autumn and evening shades.

Black Crepe-Back Satin

\$2.50 Yard

Buy by comparison and you will realize how abnormally low this price is for such quality. It is 40 inches wide.

Black Chiffon Velvet

\$3.95 Yard

A third remarkable value. 40 inches wide. Just the luxurious quality for evening wear.

GROUND FLOOR

Woolen Fabrics Greet Fall

Imported Hop Sackings

\$3 Yard

All-wool and exceedingly smart in such appropriate Autumn shades as henna, tan, taupe, cadet, beaver, navy blue and black. 54 inches wide.

All-Wool Jersey Cloth

\$1.75 Yard

So popular that it is very difficult to obtain this quality of Jersey cloth, especially to sell at such a low price. The lowest we have seen anywhere.

Newest Tricotines, 54 Inches Wide, \$2.50 Yard

In Navy Blue, Brown and Black

SECOND FLOOR



New Fall Shoes

20 Styles Engagingly Smart \$8.75

One and two strap pumps in tan calfskin, Norwegian calf or gun metal. Moderately round toe with wing tip and walking heel for street wear.

Oxfords developed in patent leather, black or brown kidskin and calfskin. Military heel and straight vamp. Material and workmanship are of the best.

800 Pairs of Low Shoes Reduced to \$5.85

A low price indeed for shoes of the finer quality such as these! For all these shoes

have been taken from our regular stock and considerably reduced in price.

SECOND FLOOR

October Sale of Infants' Furniture!

Bought in a special purchase and marked very slightly above cost to us! The prices will amaze you—they are so much lower than any you have seen for furniture of like quality. Every article is of the finer grade, well designed and strongly built—in accordance with Lord & Taylor specifications.

Bassinets, \$15

White or ivory wicker, with rubber tires.

Folding Wardrobes, \$10

White or ivory wicker. The most convenient and popular style.

Basket Scales, \$10

White or ivory wicker.

Toilet Baskets, \$2.95

White or ivory wicker, with high handle.

Chest of Drawers, \$27

White or ivory wicker, made with four drawers.

Cribs, \$27

White or ivory wood.

Cribs, \$55

White or ivory wicker, with high sides and ends.

Chiffonrobe, \$55

Combination Wardrobe, with five drawers and hanging space. White or ivory wood.

FOURTH FLOOR

Sale! Laces

From Belgium

Real laces these are—the inimitable work of the Belgians—most intriguing designs—lowest prices in years.

Point Milan Laces—2 1/4 inches wide, \$1.25 yard
Point Milan Laces and Insertions—4 in. wide, \$2.25 yard
Point Milan Laces—6 inches wide, \$2.95 yard

Binche Laces and Insertions—1/4 inch wide, 45c yard
Binche Laces—2 inches wide, \$2.95 yard
Binche Lace Handkerchief Borders—\$1.10 and \$2.25 each

Valenciennes Lace Edges—narrow widths, 35c yard
Valenciennes Laces—1 inch wide, \$1.25 yard
Venise Laces—narrow widths, \$2.75 and \$3.95 yard
Applique Laces—5 inches wide, \$2.95 yard

GROUND FLOOR

Women's Coats Fur-Collared \$115



Exploit with Equal Charm Fabrics, Furs, Tailoring

Five new models of wraps and straight-line coats are as distinctive as the coat sketched. To the luxurious fur collar—beaver, squirrel or wolf—one credits much of this distinction.

Though all of those fabrics—evora, cashmere, radiant and panvelaine—known for their exquisite texture are equally responsible. Linings are crepe de Chine or peau de cygne.

Women's Suits, \$85

Our quiz as to the season's smartest suit evoked this description—a duvet de Laine suit that buttons to the neck, with natural or black caracul collars and cuffs. And this suit at \$85—essentially reasonable, we thought! Suits of moussyne and veldyne with mole or beaver collars, moderate at \$65

The Suit Blouse, \$15

Reproduced from a Paris blouse! Its smart mandarin sleeves are circled many times with narrow fringe. Developed in navy or black Georgette, lined throughout with white Georgette. A crepe de Chine blouse gains lasting charm from the tiniest gold thread and braid, \$15

THIRD FLOOR

Ribbons! In An Impressive Sale

Marked Slightly Above Normal Cost

Stripe and Plaid 75c yard

Heavy quality Roman stripe and plaid, in brilliant colors. 6 1/4 inches wide.

Roman Bayaderes \$2.95 yard

Fascinating Roman Bayaderes and metal Bayaderes with Persian colorings. 7 1/2 inches wide.

Black Cire

Best quality at very low prices.
No. 1, 7c yard, 60c piece
No. 2, 13c yard, \$1.25 piece
No. 5, 18c yard, \$1.70 piece
No. 7, 21c yard, \$2 piece
No. 9, 28c yard, \$2.70 piece
No. 12, 35c yard, \$3.40 piece
No. 16, 40c yard, \$3.95 piece
No. 22, 45c yard, \$4.40 piece
No. 30, 55c yard, \$5.40 piece

Romans and Brocades \$1.35 yard

Great variety of beautiful colors. 7 1/4 and 8 1/2 inches wide.

Metal Brocades \$5 yard

Lovely soft quality, in charming shades with silver or gold. 11 inches wide.

Satin Brocades \$1.95 yard

Very heavy quality in dark rich colors. Also Roman stripe Faille. 9 1/4 inches wide.

Roman Sashes \$10

3 yards long, including heavy silk fringe.

Wash Ribbons

Pin dot extra quality, white, blue, pink and orchid.
No. 1, 50c pc. No. 12, 70c pc.
No. 2, 80c pc. No. 3, \$1 pc.
No. 5, \$1.50 pc. 10 yards in pc.

GROUND FLOOR

The Soft Charm of Sable Scarves

\$49.50, \$79.50

It is their rich coloring and glossy pelts that make these the loveliest of small furs for immediate wear. The prices are remarkably low, as we are told again and again by customers.

Caracul Coats, \$245

Black, trimmed with Australian opossum or skunk. Taupe with collar and cuffs of blended squirrel.

Hudson Seal Coats

\$245, \$365

Loose belted models, beautifully lined. Collars of self fur, beaver, skunk or squirrel. 36, 40 and 45 inch lengths.

Fur Neckwear

Stone Marten Scarfs, \$29.50, \$34.50
Natural Skunk Scarfs, \$39.50, \$69.50
Mink Scarfs, \$29.50, \$49.50

FOURTH FLOOR



For Semi-Dress Wear

The Correct Hat \$16.50—\$25

Just a trifle gayer than the first hat—entirely appropriate for formal occasions, yet equally correct for wear during the day in town—the hat pictured above is representative of a group best described by the term semi-dress.

The French Room

These hats are in the French Room, where our assortment is almost twice as large as it has ever been before. And never have we reproduced Paris models at such moderate prices as of this year.

FOURTH FLOOR